

I am a TV and movie buff. I am Hollywood's dream customer. I have purchased hundreds of DVDs and thousands of VHS tapes in my lifetime. I also love the flexibility and convenience of recording shows and movies that I love from television. It is this incentive that has enticed me to spend up to \$150 a month on digital cable, premium movie channels and broadband internet service. Having an extensive collection of recordings has not impeded my purchasing in the least...in fact, it has increased it. Being able to record for time-shift and archival reasons has given me the opportunity to view programs I would have otherwise missed and led to the purchase DVDs when they became available.

However, all of that will stop if Proceeding 02-230 is adopted and the broadcast flag is implemented. I will cancel my subscription to cable services and quit buying DVDs and other original media. I will have spent my last dollar on the entertainment industry. I see no reason to continue supporting an industry that expects me to keep shelling out my hard earned money, while they exercise more and more control over what I can and can't do in my own home. They may gain full control over broadcast, but one thing they can't do is make me watch it. I will resign myself to viewing items in my collection until my current video equipment no longer works, at which time, I guess I will take up reading.

Although the entertainment industry is unwilling to accept it, the real pirates in the world will continue to succeed, regardless of any copy-protection schemes that are thrown at them. Control methods such as Proceeding 02-230 and the broadcast flag will do nothing to deter pirates and will only serve to inconvenience all customers.

I encourage anyone involved with the creation and implementation of copy-protection schemes to read "Raving Fans: A Revolutionary Approach to Customer Service" by Ken Blanchard. One of the things it details is that a business can either learn to accept a certain amount of "shrinkage," which will only cost a little in terms of profit, or that business can treat all of its customers as potential thieves, possibly eliminating most of the shrinkage...but also most of its paying customers in the process.

You have to ask yourselves whether the control gained from the broadcast flag is a suitable replacement for my patronage and the patronage of thousands of potentially unsatisfied customers like me. The average customer may not care that you are taking away our rights, but those of us who do are the ones spending the most on entertainment. Think about it...and don't make a huge, costly mistake. If you think we won't take our money and walk away, you are very wrong.